

## Happy October 1<sup>st</sup>

### Congratulations

**"If it is to be – it is up to me!"**

ALP = Advanced Leadership Program  
CLP = CommScope Leadership Program  
ELD = Enterprise Leadership Development - CommScope  
EMP = Executive Management Program  
IMP = In-house Management Programs  
MCG = Managing Change Workshop  
NEG = Negotiation - CommScope  
PSP = Professional Sales Program

**CHAFFIN**, Vickie – (EMP-06) – Is now Chief Financial Officer – Cook Coggin Engineers, Inc., 703 Crossover Rd., Tupelo, MS 38802 – Bus – 662-842-7381 ext. 112 Cell – 662-720-2068 – [vchaffin@cookcoggin.com](mailto:vchaffin@cookcoggin.com).

**HOUSE**, Casey – (EMP-31) – is now Operations Manager – Industrial Magnetics, Inc., 1385 M-75 South, Boyne City, MI 49712 – Bus – 231-348-5726 – Cell – 231-348-5726 – [chouse@magnetics.com](mailto:chouse@magnetics.com).

**LEONG**, Greg – (EMP-28) – is now President - Clement Industries/HilBilt Mfg., PO Box 914, Minden, LA 71058 – Bus – 318-377-2776 – Cell – 318-382-5707 [gleong@clementind.com](mailto:gleong@clementind.com).

**MISTELE**, Kevin – (EMP-15) – is now Director, Data Center Market Segment – CommScope, Inc., 1300 East Lookout Drive, Suite 150, Richardson, TX 75082 Bus – 972-792-3076 - Cell – 469-585-8495 – [kmistele@commscope.com](mailto:kmistele@commscope.com).

**NEWMAN**, Dave – (EMP-33) – is now Vice President, Business Improvement – Crenlo Cab Products, Inc., IES LLC, 1600 4<sup>th</sup> Ave. NW, Rochester, MN 55901 – Bus - 507-287-3603 – Cell – 507-398-6562 [dnewman@crenlo.com](mailto:dnewman@crenlo.com).

**PETERS**, Scott – (EMP-12) – IS now Vice President & General Manager – Americas – Macnaught USA, Inc., 614 S. Ware Blvd., Tampa, FL 33619 – Bus – 813-628-5506 – Cell – 972-998-8338 – [scott.peters@macnaught.com.au](mailto:scott.peters@macnaught.com.au).

**ROYCROFT**, Robert – (EMP-21) – is now Vice President Manufacturing – Patriot Artificial Lift, 707 Texas Ave. S STE 203, College Station, TX 77840 – Cell – 903-521-7403 – [rroycroft@patriot-lift.com](mailto:rroycroft@patriot-lift.com).

**SMITH**, Gerardo – (PSP-03) – is now Latin America Manager – Lee Specialties, Red Deer, Alberta T4-3R2, Canada – Cell – 713-249-4139 – [gsmith@leespecialties.com](mailto:gsmith@leespecialties.com).

**WENZLICK**, Craig – (EMP-17) – is now Area Vice President – Stormwater - West – Contech Engineered Solutions LLC, 1288 Summit Place, Escondido, CA 92025 - Bus – 760-743-3284 – Cell- 858-663-1360 – [cwenzlick@conteches.com](mailto:cwenzlick@conteches.com).

### Congratulations, con't.

**YORK**, Don – (EMP-10) – is now President – Hoerbiger Corporation of America, 1212 Milby St., Houston, TX 77023 – Bus713-226-2408 – Cell – 281-704-8341 – [don.york@hoerbiger.com](mailto:don.york@hoerbiger.com).

### 2013 → 2015 - Seminars Executive Management Program 2014

#### Class 46

*(Only six openings left)*

#### ► **Week 1 – Feb. 10 – 14, 2014** ◀

Week 2 – May 19 – 23, 2014

Week 3 – Aug. 11 - 15, 2014

Week 4 – Nov. 17 - 21, 2014

Week 5 – Feb. 16 – 10, 2015

#### Class 47

#### ► **Week 1 – Jun. 16 – 20, 2014** ◀

Week 2 – Sep. 15 – 19, 2014

Week 3 – Dec. 08 – 12, 2014

Week 4 – Mar. 16 – 20, 2015

Week 5 – Jun. 15 – 19, 2015

#### Class 48

#### ► **Week 1 – Oct. 13 – 17, 2014** ◀

Week 2 – Jan. 19 – 23, 2015

Week 3 – Apr. 13 – 17, 2015

Week 4 – Jul. 13 – 17, 2015

Week 5 – Oct. 19 – 23, 2015

### Professional Sales Program

#### Class 14

#### ► **Week 1 – Jan 13 – 17, 2014** ◀

Week 2 – May 05 – 09, 2014

Week 3 – Sep. 29 – Oct 3, 2014

Week 4 – Feb. 16 – 20, 2014

*(To enroll participants in any class or to obtain detailed information please contact Tom Stevens at [inmco@mindspring.com](mailto:inmco@mindspring.com) or call 865-458-3429.)*

### Chronological Calendar – 2013 - 2014

#### 2013

EMP 42/4 – SEP 16 – 20

PSP 13/3 – SEP 23 – 27

EMP 43/4 – NOV 11 – 15

EMP 45/2 – NOV 18 – 22

EMP 42/5 & PSP 13/4 – DEC 09 – 13

#### 2014

#### ► **PSP 14/1 – JAN 13 – 17** ◀

#### ► **EMP 46/1 – FEB 10 – 14** ◀

EMP 43/5 – FEB 17 – 21

EMP 45/3 – MAR 10 – 14

PSP 14/2 – MAY 05 - 09

EMP 46/2 – MAY 19 – 23

## **Steven's Statement**

### **What Really Is Your Business?**

**"Remember – the customer is our employer."** – Sam Walton

Nothing may seem simpler or more obvious than to know what a company's business is. A steel mill makes steel - a railroad runs trains to carry freight and passengers - an insurance company underwrites risk - a bank lends money. This seems a rather easy question to answer. However, what was just described is wrong. Actually, **"What is our business?"** is a difficult question and the right answer is usually anything but obvious.

The company's name, policies, or articles of incorporation do not define its business. It is defined by the wants the customer satisfies when he or she buys a product or a service.

To satisfy the customer is the mission and purpose of every business. The question **"What is our business?"** can, therefore, be answered only by looking at the business from the outside, from the point of view of the customer and the marketplace.

What the customer sees, thinks, believes, and wants, at any given time, must be accepted by management as an objective fact and must be taken as seriously as the reports of the salesperson, the tests of the engineer, or the figures of the account. In addition, management must make a conscious effort to get answers from the customers themselves rather than attempting to read their mind.

Research on customer service has produced the fact that it is **5 times more expensive to get a new customer** than it is to keep an old one. Putting it another way, the **cost of losing a repeat customer** is approximately **5 times the value of that annual account**.

**96%** of unhappy customers never complain about rude or discourteous treatment, but **90%**, who are dissatisfied with the service they receive will not buy again or come back. Worse still, - each of those unhappy customers will tell their story to at least **9 other people**, and **13%** of those unhappy customers will tell their stories to **more than 20 people!**

A study by the Strategic Planning Institute of Cambridge, MA looked at the difference between companies that **customer's rate above average** and below average in service. Those in the **top half** of service ratings grew **twice as fast**, charged about **10 percent more**, and returned **1,100 percent more on sales!**

**ACTION PLAN** - Talk to one customer every day this week. Ask them how they see your company, what they think of it, what kind of company they believe it is and what they want from it. What aren't you doing that they wish you would do? What could you do better? Use this feedback to define your company's business. Remember - **"Those who serve deserve."**

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**"Don't beg people to serve – stimulate them."**  
**"Our aim should be service, not success."**

## **John's jottings**

Are you doing things because that's the way you have always done them? Going to the same trade shows because your company always has? Advertising in the same publications because of past practices? Completing the same reports that your predecessor completed? Following the same procedures, your company developed years and years ago? Rewarding the same behaviors, you did twenty years ago?

You know what I mean. People become so involved in an activity they lose sight of the reasons for the activity, and the activity becomes an end in itself. The motion is more important than the goal. Your people may have started out striving for what once upon a time was a vital, important, exciting goal. However, in an amazingly short time they become so involved in the activity that they forget the goal but keep on doing the activity. Times change - customer tastes change, markets change, competitors change, populations inside of markets change, customers themselves change – old ones die off, new ones are different. Things change, but people keep on doing the same things.

If this sounds familiar, you may be caught in the **Activity Trap**. This phenomenon occurs because of a momentary lapse, which grows into a habit - then the habit becomes a procedure, and finally doing things the old way becomes a religion. **"Failure is built into the management system."**

When the **activity trap** is in full effect, two very bad consequences follow - the organization loses performance, and the individual fails in the job. The organization loses because it is paying money for results it will never get. Individuals fail because they aren't sure of what results were expected.

How big a problem is this? Eighteen hundred matched pairs of interviews in more than 200 wholesaledistributor, sales and marketing organizations, showed that left to their own devices sales managers and sales people disagreed by 30% on what the sales people should produce in the following quarter.

What to do? Four things.

**One**, develop a long-range strategic plan. Write it down to be sure it makes sense. **"Thoughts disentangle themselves passing over lips and pencil tips."**

**Two**, develop meaningful, stretch, energizing goals. Share with everyone. Answer questions. Sell them.

**Three**, have individuals develop their accountability plans and review with you – face to face, not in memos.

**Four**. Have regular, at least quarterly, reviews on progress. Face to face.

Don't let the **activity trap** derail your company - don't let it derail your career.

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**"There are four steps to accomplishment – plan purposefully, prepare prayerfully, proceed positively, pursue persistently."**

## What it takes to be Number One

With the start of football season, it is a good time to read the words of Vince Lombardi, the legendary coach of the Green Bay Packers.

“Winning is not a sometime thing - it's an all the time thing. You don't win occasionally - you don't do things right once in a while - you do them right all of the time. Winning is a habit. Unfortunately, so is losing. There is no room for second place. There is only one place in my game, and that's first place. I have finished second twice in my time at Green Bay, and I don't ever want to finish second again.”

“Every time a football player goes to ply his trade, he's got to play from the ground up - from the soles of his feet right up to his head. Every inch of him has to play. Some guys play with their heads. That's O.K. You've got to be smart to be number one in any business. However, more importantly, you have to play with your heart, with every fiber of your body. If you're lucky enough to find a guy with a lot of head and a lot of heart, he's never going to come off the field second.

Running a football team is no different than running any other kind of organization - an army, a political party or a business. The principles are the same. The object is to win - to beat the other guy. Maybe that sounds hard or cruel. I don't think it is. It is a reality of life that individuals are competitive and the most competitive games draw the most competitive individuals. That's why they are there - to compete. The object is to win fairly, squarely, by the rules - but to win. And in truth, I've never known a person worth their salt who in the long run, deep down in their heart, didn't appreciate the grind, the discipline.

There is something in good people that really yearns for discipline and the harsh reality of head-to-head combat. I don't say these things because I believe in the 'brute' nature of people or that individuals must be brutalized to be combative. I believe in God, and I believe in human decency. But I firmly believe that any person's finest hour - their greatest fulfillment to all they hold dear - is that moment when they have worked their heart out in a good cause and lies exhausted on the field of battle - victorious.” *Coach Vincent T. Lombardi*

- Are you a winner?
- Is your team a winner?
- Is your company a winner?
- Do you have what it takes to be a winner?

“The biggest thing about success is that you've got to keep on being a success.” Irving Berlin

At Sunday school, they were teaching how God created everything, including human beings. Little Johnny seemed especially intent when they told how Eve was created out of one of Adam's ribs. Later in the week, his mother noticed him lying down as though he was ill, and she said, “Johnny, what is the matter?” Little Johnny responded, “I have a pain in my side. I think I'm going to have a wife.”

## Ineptocracy

(in-ep-toc'-ra-cy)

A system of government where the least capable to lead are elected by the least capable of producing, and where the members of society least likely to sustain themselves or succeed, are rewarded with goods and services paid for by the confiscated wealth of a diminishing number of producers.

## Immutable Laws

Law of Mechanical Repair – after your hands become coated with grease, your nose will begin to itch.

Law of Gravity – any tool, nut, bolt or screw when dropped will roll to the least accessible corner.

Law of Probability – the probability of being watched is directly proportional to the stupidity of what you are doing.

Law of Random Numbers – if you dial a wrong number, you will never get a busy signal and someone will always answer.

Supermarket Law – as soon as you get in the shortest line, the cashier will close the cash register.

Variation Law – If you change traffic lanes, the one you were in will always move faster than the one you are in now.

## Automobiles

- Volkswagen sold only two Beetle automobiles in the US in 1949.
- The first drive-in gas station was opened in 1913 in Pittsburgh, PA by the Gulf Oil Co.
- The first parking meters were introduced in Oklahoma City on July 16, 1935.
- The first food drive in opened in Dallas, TX in 1921 and was Royce Hailey's Pig Stand.
- The first Corvette was introduced by Chevrolet in 1954 and came only in Polo White.
- Ford's answer to the Corvette was Carroll Shelby's Mustang GT 350.
- The 1904 Thomas Flyer was the first car to be called a convertible – it had a removable hard top.
- Radio antennas imbedded in the windshield were first offered in the 1965 Pontiac Grand Prix.
- The world's first three-color traffic lights were used in Detroit, MI in 1919.
- GM's first millionth car built in the US was an Oldsmobile Toronado on March 16, 1966.
- The first drive-in theater was opened in Camden, NJ in 1933.
- The 1915 Scripps-Booth Model C was the first automobile to put the horn button in the middle of the steering wheel and offer electric door locks.
- The Ford Mustang is the only car to appear simultaneously on the cover of both Time and Newsweek.